

HABITS Innovation
Design
Venture

WE DESIGN

INHABITS

THROUGH PROTOTYPING,
EMBEDDING AI AND SENSORS,
VISUALIZING INFORMATION,
ADOPTING GESTURAL INTERFACES,
RESEARCHING WITH USERS,
TEACHING TO STUDENTS.

WE MERGE LOGIC AND ART.

**Our different teams focus on
industrial design,
research & insights,
interaction/interface design
prototyping & engineering,
visual design, and space.**

Habits was founded in the early 2000s by Innocenzo Rifino and Diego Rossi in Milan after different experiences: lighting, Japan, information architecture, robotics. The studio is now a practice of international level, leading multidisciplinary projects.

Habits fu fondato nei primi anni del 2000 da Innocenzo Rifino e Diego Rossi a Milano, dopo diverse esperienze: l'illuminazione, il Giappone, l'architettura delle informazioni, la robotica. Oggi è uno studio di respiro internazionale capace di affrontare progetti multidisciplinari.

在获得了灯光, 日本, 信息构架, 机器人等不同领域的经验后, Habits于21世纪初由Innocenzo Rifino和Diego Rossi在意大利米兰正式创建。发展至今, Habits已经成为一个国际化体量且可以承接跨领域项目的工作室。



x2

CORE77

x1



x1



x1

DESIGN PLUS

x5



x6



x1

Maker Faire

x3



x2



x10



x3



x5



x9



x1



x4



x9



x5



x4

INTERNATIONAL AWARDS

OUR PARTNERS
A SELECTION OF

Alitalia

BRAUN

BUGATTI

Comelf

eesa

Haier

Hatari

HILTI

**LUCE
PLAN**

Panasonic

TBWA\HAKUHODO

VORTICE

**WE BUILD LONG TERM RELATIONSHIPS TO HELP
OUR PARTNERS LEADING THEIR INDUSTRIES, THROUGH
CULTURE, CREATIVITY AND DESIGN.**

COSTRUIAMO RELAZIONI A LUNGO TERMINE PER AIUTARE I NOSTRI PARTNER
A GUIDARE LE PROPRIE INDUSTRIE, ATTRAVERSO CULTURA, CREATIVITÀ E DESIGN.

我们会与合作伙伴建立长期关系, 以保证在引领行业, 文化, 创意以及设计上提供整体协助服务。

15 YEARS OF DESIGN

160 

FLIGHT TICKETS
IN 2016
2016年机票

90 +

INTERNATIONAL
AWARDS
国际奖项

55

MULTINATIONAL
CORPORATION
CLIENTS
跨国企业客户

58

3 PATENTS OF
INVENTION
发明专利

DESIGN
PATENTS
设计专利

07 +

SPOKEN
LANGUAGES
掌握语言

20

PEOPLE
成员

15 KM
10 LT

3D PRINTER FILAMENT
PER YEAR
每年3d打印材料消耗

3D STEREO LITHOGRAPHY
PRINTER RESIN PER YEAR
每年3d光固化树脂消耗

SELECTED PROJECTS

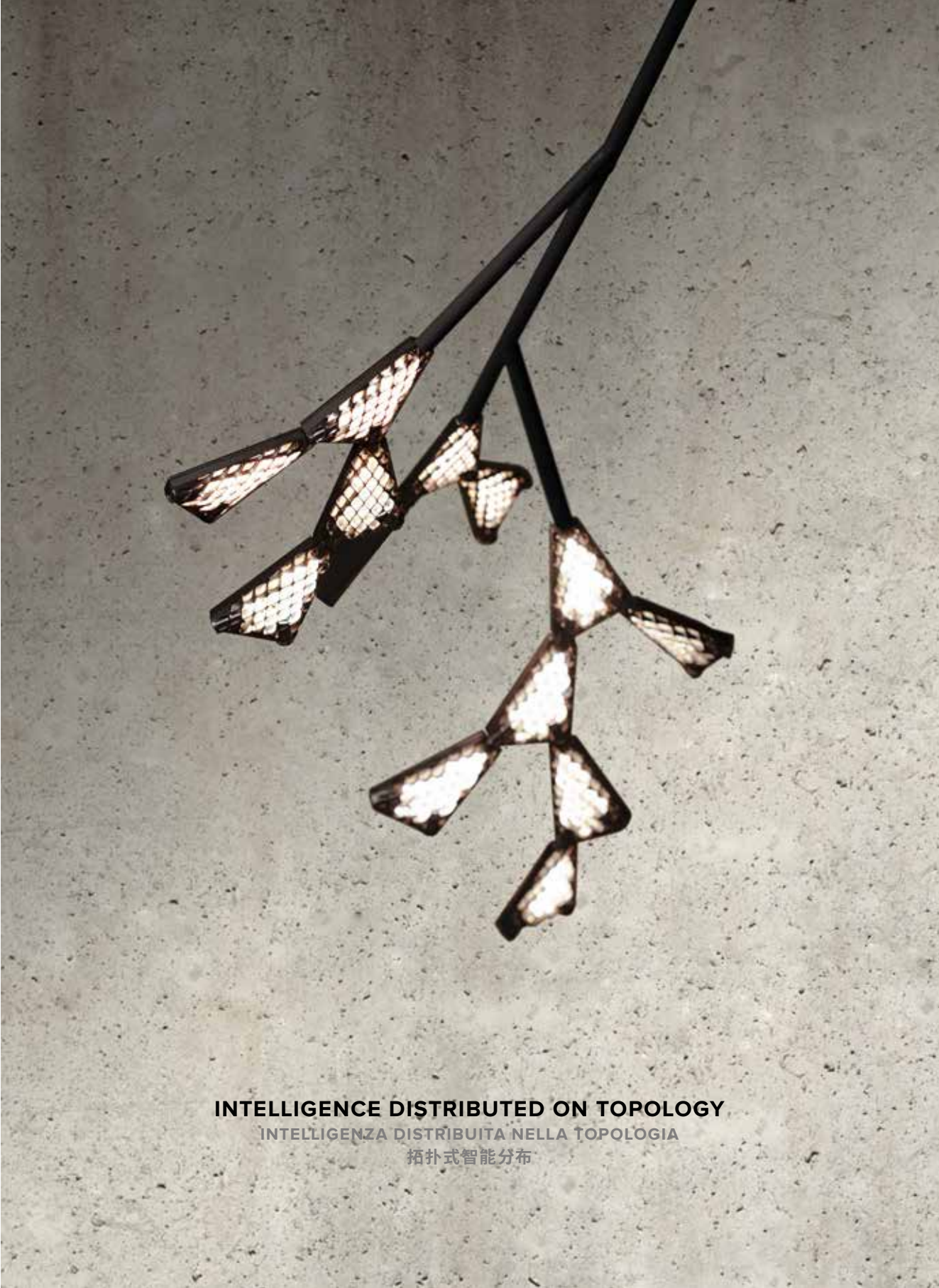
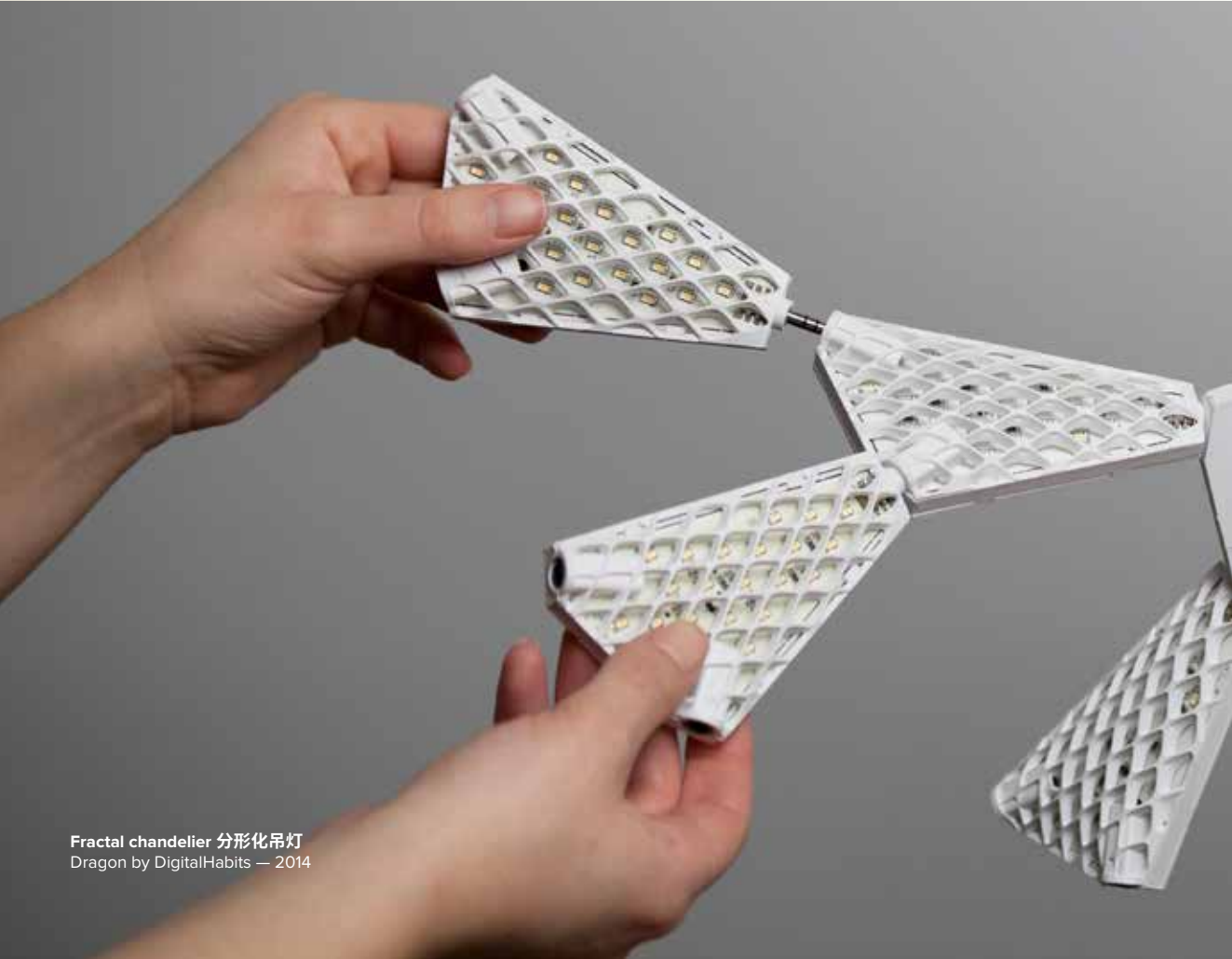
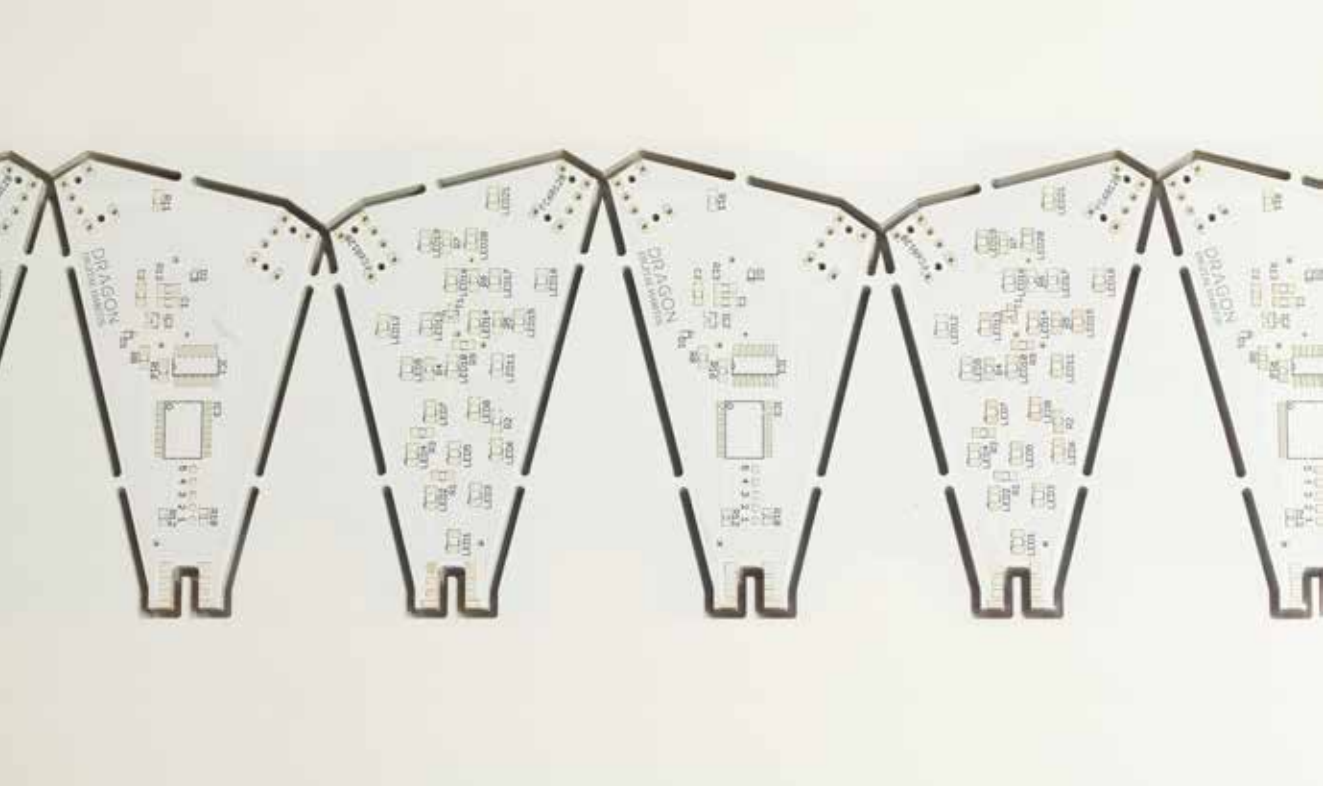


ORDER AND NATURE

ORDINE E NATURA

秩序与自然





INTELLIGENCE DISTRIBUTED ON TOPOLOGY

INTELLIGENZA DISTRIBUITA NELLA TOPOLOGIA

拓扑式智能分布



PHYTOMORPHIC ELEGANCE

ELEGANZA FITOMORFA

植物元素的优雅





1.

1. Fire extinguisher floor stand 自立式灭火器支架
Leg by Daken — 2015

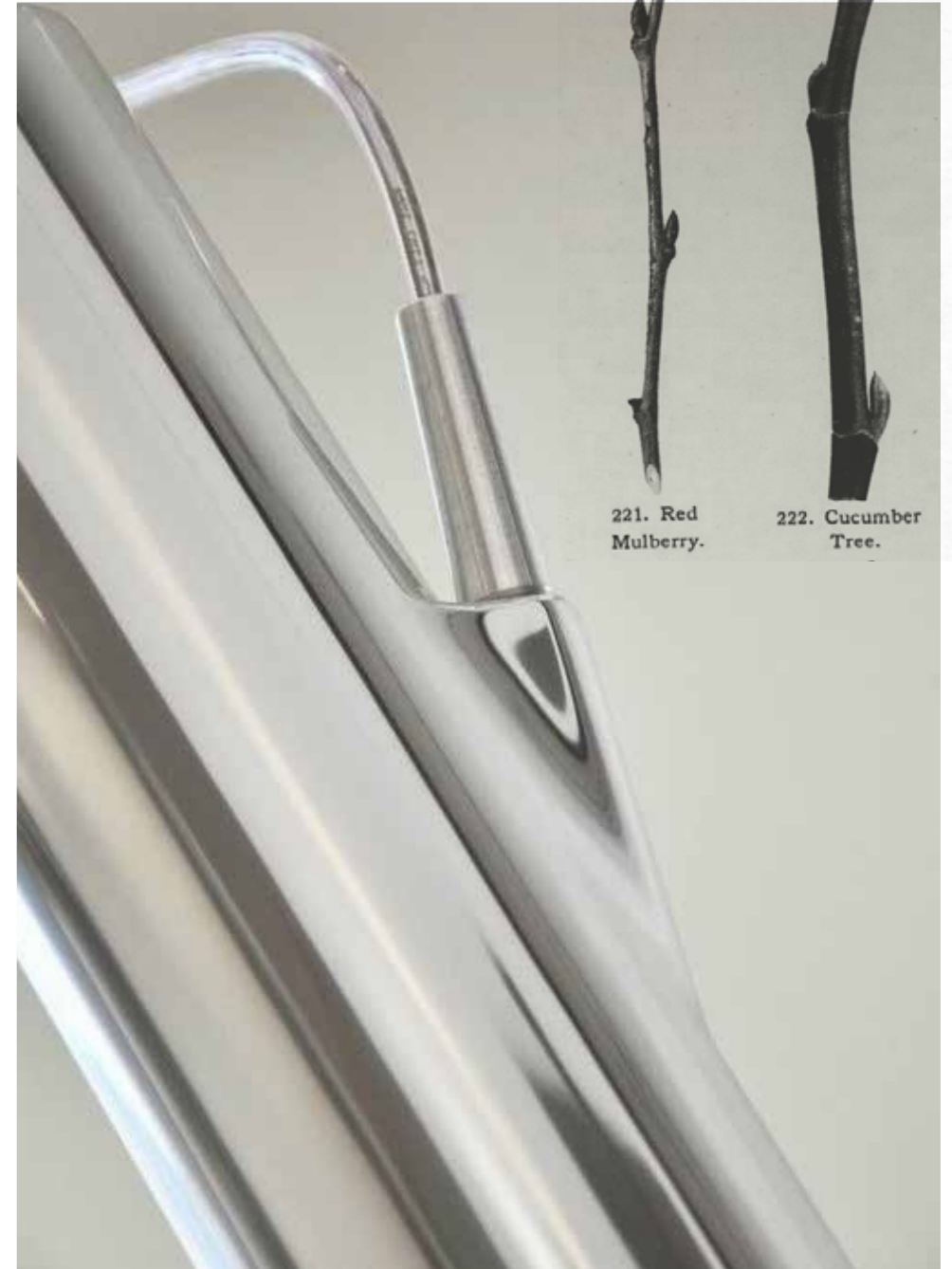


2.

2. Wall continuous fire extinguisher stand 壁挂式灭火器支架
Wave by Daken — 2015



HYDROFORMED METAL BLOSSOM
BOCCIOLO METALLICO IDROFORMATO
金属液压成型的花蕾



221. Red
Mulberry.

222. Cucumber
Tree.

223. Tulip T

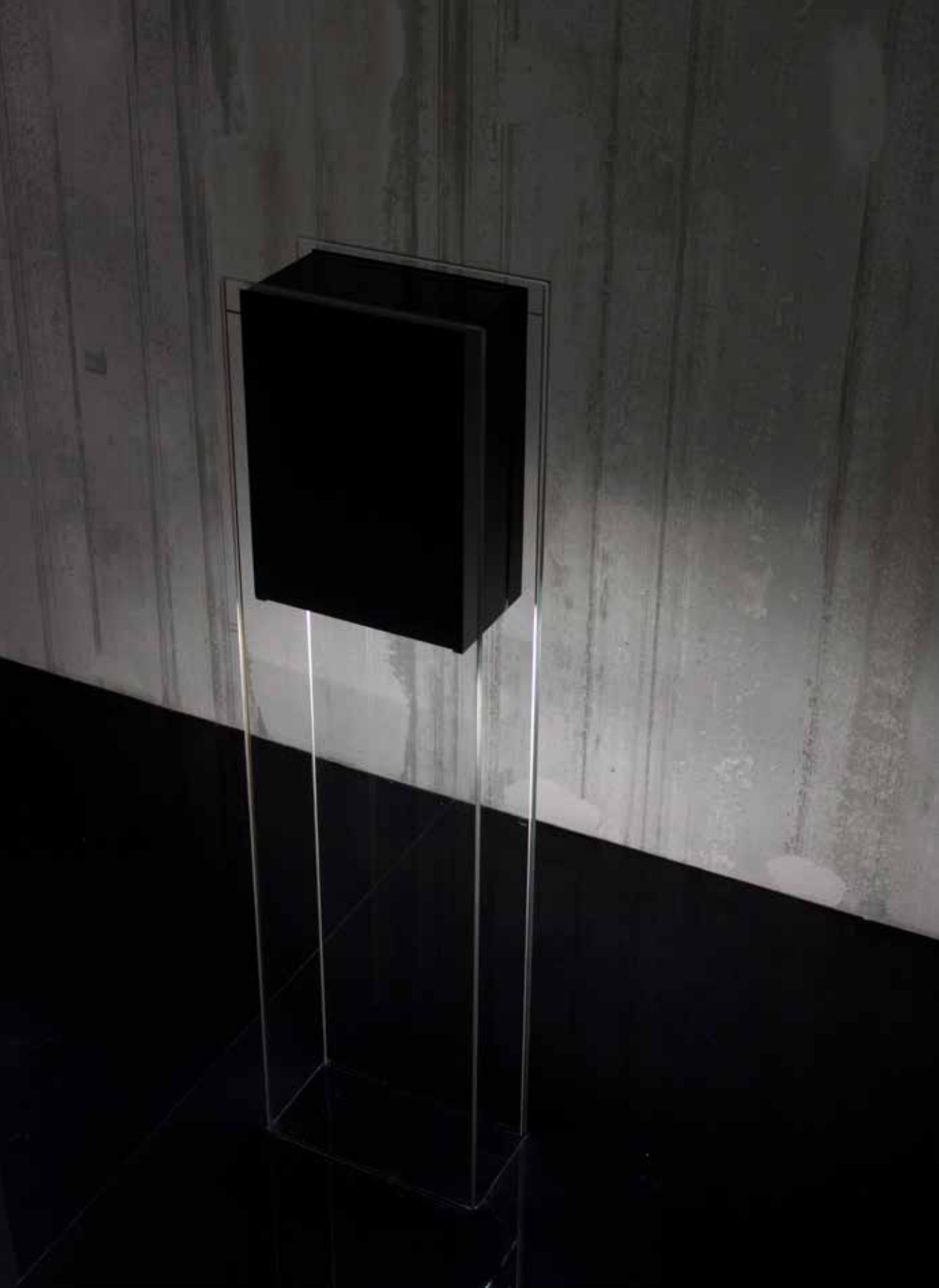
Double emission suspension lamp in shape of branch 双向光源射灯
E04 by Luceplan — 2006



TOTAL INTERNAL REFLECTION
RIFLESSIONE INTERNA TOTALE
全反射



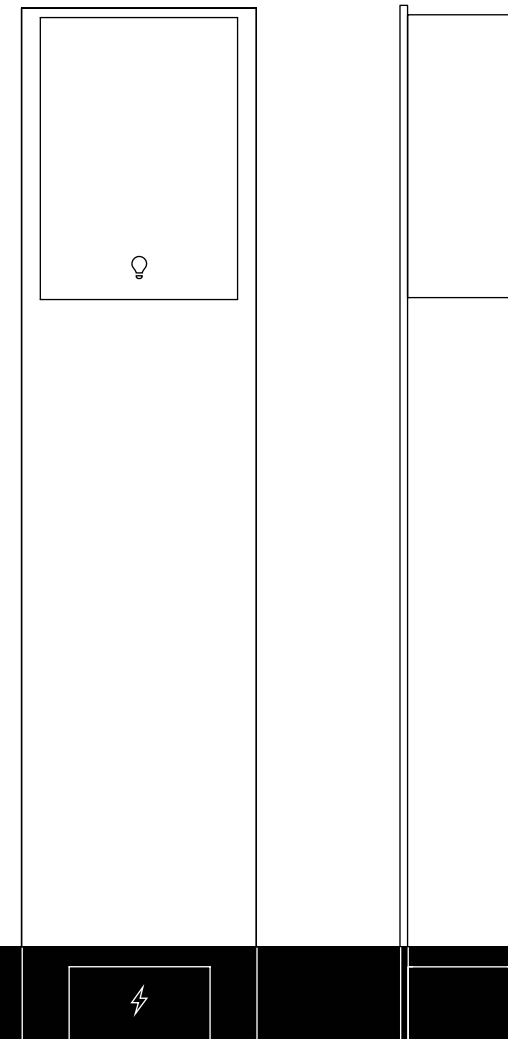
1 lamp, 18 ribs 1灯, 18肋
Agave by Luceplan — 2006



THE SENSE OF ARCHITECTURE IN PRODUCTS

IL SENSO DELL'ARCHITETTURA NEI PRODOTTI

工业产品建筑语言



Conductive glass bollard
for outdoors
室外玻璃柱灯
Float by Castaldi Lighting — 2014



SENSITIVE METAL
METALLO SENSIBILE
触感金属

First metal touch entry door panel 第一个金属触控式面板门禁
Sense 316 by Comelit — 2013



ARCHITECTURE INTEGRATION

INTEGRAZIONE NELL'ARCHITETTURA

融于建筑



1.



2.



3.



4.

1. Wall-mounted external entrance panel 室外壁挂式入口门禁
Quadra by Comelit — 2015

2. Handsfree door entry phone 免提式门禁
Mini HF by Comelit — 2017

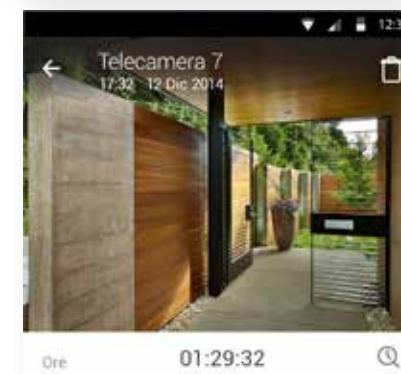
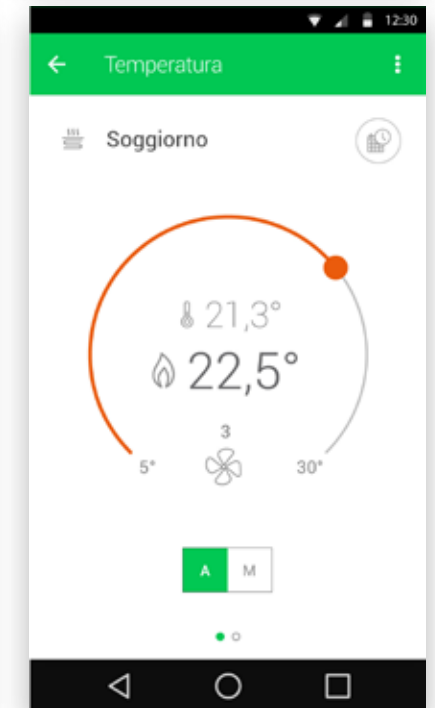
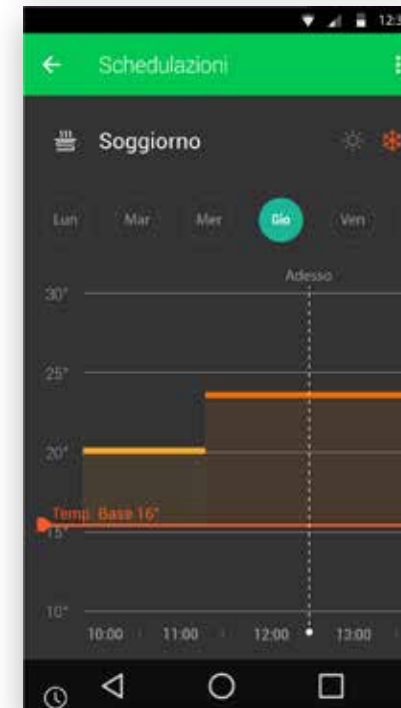
3. Door entry phone 电话门禁
Mini Handset by Comelit — 2017

4. Door entry monitor 可视电话门禁
Mini Video by Comelit — 2015

ARCHITECTURE GOING DIGITAL
 L'ARCHITETTURA DIVENTA DIGITALE
 数字化建筑



Complete smart home control
 through interactive 3d map
 通过3d虚拟环境, 智能控制家庭
 Smart home app by Comelit — 2017

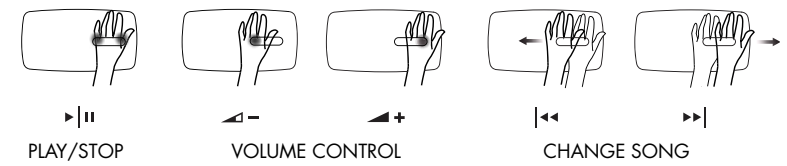




Concrete Bluetooth speaker with gesture control
混凝土材料, 手势操控蓝牙音箱
PACO by DigitalHabits — 2014



GESTURE CONTROL



NATURAL INTERACTION

INTERAZIONE SPONTANEA

自然的交互

IoT MEETS CRAFT
L'IoT INCONTRA L'ARTIGIANALITÀ
物联网与工艺的碰撞



IoT water kettle 物联网式热水壶
Jacqueline by Bugatti Italy — 2017

SYNESTHESIA
SINESTESIA
联觉



RESEARCH & CULTURE

Our design experience are strongly oriented to the avant-garde field of industrial design that embraces the contamination of the traditionally mechanical products with electronics, computer devices, sensors and activators, interaction, wearability. The discipline is known as interaction design and it combines various features without placing them in a specific box.

What results are interactive artefacts that stimulate the humans senses on several levels creating the primary relationship between actions and results, between behaviour and settings – artefacts on the boundary between the physical world and the virtual habits.

Digital Habits is the innovation platform of Habits studio. Founded in 2012, it focuses on creating interactive and IoT products of light and sound. The creations of Digital Habits result from merging electronics, traditional design and physical computing, open source design, digital manufacturing and natural interfaces.

La nostra esperienza progettuale è fortemente orientata al campo avanguardistico del design industriale che abbraccia la contaminazione dei prodotti tradizionalmente meccanici con elettronica, dispositivi informatici, sensori e attivatori, interazione e indossabilità. La disciplina è conosciuta come interaction design e racchiude diversi aspetti senza costringerli in una categoria chiusa.

Ne risultano artefatti interattivi che stimolano i sensi umani a diversi livelli, generando le relazioni primarie tra azioni e risultati, tra comportamento e impostazioni – artefatti al confine tra mondo fisico e abitudini virtuali.

Digital Habits è la piattaforma di innovazione dello studio Habits. Fondata nel 2012, si concentra sulla creazione di prodotti interattivi e IoT di luce e suono. Le creazioni di Digital Habits derivano dalla contaminazione dell'elettronica, della tecnologia, del design tradizionale e del physical computing, del design open source, della produzione digitale e delle interfacce naturali.

我们的设计经验尤其针对于前沿的工业产品,包括了传统机械产品与电子设备的结合,计算机设备,感应器,交互,穿戴设备。在融合与交互的设计体系下,我们可以不拘泥于传统框架,为产品结合不同的功能特点。这样的交互型产品可以从多个层面刺激人类感官,创造新的行为因果关系——是处于连接物理世界和虚拟习惯的设计。

Digital Habits是基于Habits的创新平台。创建于2012年,专注于灯光和音响类的物联网产品设计与制造。

Digital Habits的创建源于对电子,传统工业设计,人机交互,开源设计,数字化制造以及自然操作界面的融合。



We generate visions by making interactive prototypes.



EDUCATION



Polytechnic University of Milan
School of design
Master's final course



Polytechnic University of Turin
Information architecture

Scuola universitaria professionale
della Svizzera italiana

SUPSI

**University of Sciences and Arts
of Southern Switzerland**
IoT workshops



Domus Academy, Milan
Interaction design lectures

WORKSHOPS



Concepts for small appliances
and home care



Kitchen appliances interface concepts



Truck accessories future concepts



Castiglioni Studio Foundation

EVENTS



Shenzhen International Industrial Design Fair



SuperDesign exhibition during Milan Design Week



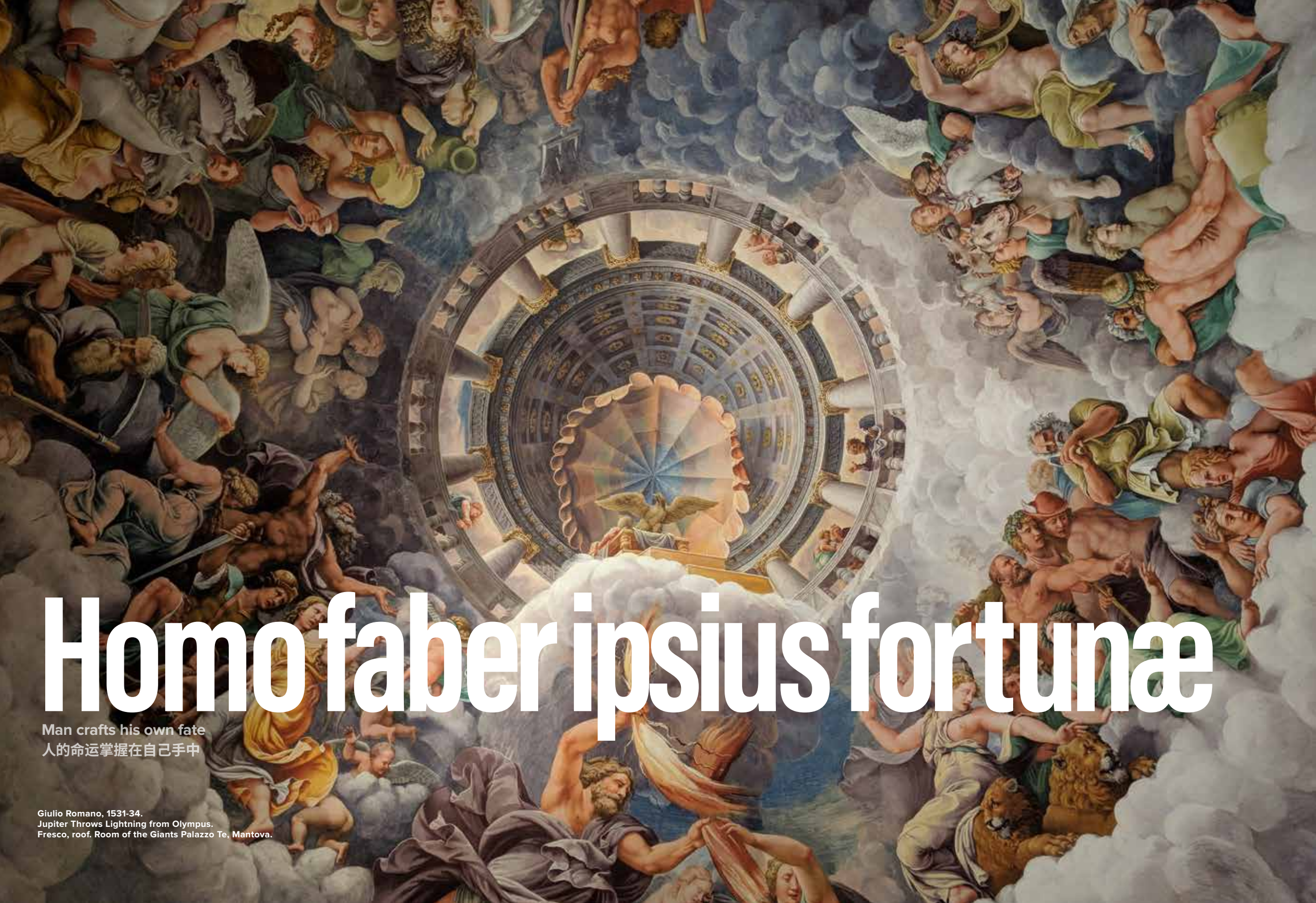
Milano Design Week



Arduino and Makers Fair



Venice Biennale



Homo faber ipsius fortunæ

Man crafts his own fate
人的命运掌握在自己手中

Giulio Romano, 1531-34.
Jupiter Throws Lightning from Olympus.
Fresco, roof. Room of the Giants Palazzo Te, Mantova.

HABITS srl

**Via E. T. Moneta, 43
20161 Milano, Italy
T F 02 89778546
studio@habits.it**

www.habits.it